

THE EASTER EYE IN ON THIS STORE NOW.

# Cohen's Store

## Is the People's Help

Hundreds of packages have again flowed into it and present that kind of trading that has proven so wonderful in the past. Values are discarded at this time. Thousands of the most valuable goods that you have seen at one price all this season, have taken such a price change as has never been known this early in the season. The quotations given in this page to-day cannot do half justice to what is going on in the store.

To-day's illustration shows fac-simile designs of Waists, Hats and Suits taken by our special artists, and can be seen in their various departments.

## Second Floor Garment Store

The severest critic could not find fault. This store's prices just now mark the garment store a woman's haven. We have cleaned up several makers' stocks in **DRESSES, SKIRTS, SHIRT WAISTS, WRAPPERS, KIMONOS** and many other garments, with a marvelous reduction in the prices.

### Suits and Skirts

A chance to buy the latest style Woolen Dresses for half their value; \$17 to \$25 Suits for \$10 and \$12.

\$12.50 All-Wool Suits, for \$6.75.  
\$30 to \$35 Suits, for \$19.

### Silk Shirt-Waist Suits

Silk Suit, \$10

Monday's price for Silk Suits at \$10, like cut, is one of the surprises of Cohen's store. They come in stripes, checks or solid color. Taffetas; perfectly tailored and in style the latest and best of the season.



### Mohair Shirt-Waist Suits

in various colors and black, all sizes, \$5.98 and \$7.50.

Also a new line of White and Colored Silk Waist Suits. Kimonos at 25c, about the price of the material. Full length Kimonos at 75c, the starting point for the best values we've ever had; others in quite a large variety, to the silk ones at \$4.75.

### Sale of New and Stylish Skirts

A sample line from a manufacturer will be on sale Monday; the prices not much over half their original value. Black, Blue and Brown Mohair Skirts, knee-length, best ever sold at the price, \$1.08.

### Sale of All Wool Corset Jackets

The newest style, were made to sell for \$6.50, all sizes Monday for \$3.50.

### Such a Beautiful List of Shirt Waists

It is probably the handsomest collection ever offered in Richmond, too. See the careful sewing, the exclusive styles, the perfection in the fit, with material enough to bring out the figure; not skimped, not even the least priced one.

This Waist, \$5.98

This handsome China Silk Waist, with French Medallion and finest Italian Lace, like cut, for \$5.98.

2 1/2 dozen of the most superior Chiffon Taffeta Waists, ten tailor tucks, with French knots, in green, blue, black, white and brown, \$5.75 Waists, for \$3.08.

Special sale of Oriental Lace Waists, lined with China silk and trimmed elaborately with medallions and embroidered lace; this waist was made to sell for \$5.50; the price will be \$3.98; white or cream, all sizes.

This is not a beginning of the many styles of Waists, at just such prices.

See the \$1.50 White Waists of every style, and then compare them with our Waists at 98c. We want your judgment, if you please.

When you see the labor in the Waists at \$1.44, you will think them not more than half paid for at our price.

A Double Seamed Tailor-Made White or Colored Ground Batiste Waist, large pearl buttons and stock collar, made so perfect that any one can wear; all sizes; the value of which is 75c, for 35c.

Beautiful White Waists for 50c, an exclusive style; waists that would sell for \$1.25, for 75c.

Perfectly Tailored Handloom China Silk Waists, made full and in the latest fashion; eight plaits front and two in back, with extra stock collar, price, \$1.08.

All the Waists used in the illustration at top of this page were taken from our stock.



## EASTER FOR Silks at a Sacrifice

IS NOT OFTEN KNOWN.

This happy stroke that made this selling possible is part of the master work that Cohen's store often performs. Thousands and Thousands of Yards—hundreds of pieces of every kind, that you would be willing to pay full prices for are more than a full third under wholesale cost. Here is part of the story:

2,500 yards Liberty China Silks, in evening shades, 36 inches wide, 40c; value, 65c.  
15 pieces Black Rustling Taffeta, heavy quality, for linings and waists, 35c; value, 55c.  
17 pieces Chiffon Taffetas, crow black, has a sheen like silver, very soft, for whole costumes, 50c; value, 75c.  
30 pieces Shantung Pongee, imported Chinese Silk, 27 inches wide, in natural eury color only, fine and bright, 48c; value, 75c.  
2,000 yards Colored Taffeta, new shipment of these fine qualities, plain and changeable effects, 58c; value, 75c.

### THE WHITE SILKS.

23 inches, 36 value, 25c.  
25 inches, 50c value, 45c.  
27 inches, 50c value, 45c.  
27 inches, 50c value, 50c.  
27 inches, 50c value, 45c.  
28 inches, 50c value, 50c.  
28 inches, 50c value, 50c.  
30 inches, 50c value, 50c.

100 yards of Striped Wash Taffeta Silks, choice colorings, soft finish, 20c; value, 30c.  
275 yards Ping Yang Pongee, the new crash finish, choicest new shades; they are 27 inches wide, 85c; value, \$1.25.  
1,000 yards Fancy Taffeta Silks, 27 inches wide, new chignon finish, in most desirable color combinations, 85c; value, \$1.35.

10 pieces Black Taffeta, 36 inches wide, Lyons pure dye, heavy and rustling, suitable for three-piece suits, 98c; value, \$1.45.  
12 pieces Mousseline de Soie, pure Silk, double width, soft and stiff finish, 20c; value, 45c.  
16 yards Black Crepe de Chine, double width, suitable weight for summer dresses, \$1.09, value, \$1.75.  
42 pieces Pompadour Nets, in organdie designs and Dresden colorings, 30c; value, 75c.  
Fourteen quantities of Plain White or Black Japanese Tabatake Silks, a very great concession from regular prices.

### THE BLACK SILKS.

21 inches, 50c value, 20c.  
25 inches, 50c value, 35c.  
27 inches, 50c value, 50c.  
28 inches, 50c value, 40c.  
28 inches, 50c value, 50c.  
28 inches, 50c value, 60c.  
30 inches, 50c value, 60c.  
30 inches, \$1.19 value, 85c.

1,500 yards Fancy Louisines and Taffeta Silks, in checks, stripes and multi-colored mottled effects; bright and shimmering, 49c, value, 60c; 50c, value, 75c.  
20 pieces 27 inch Black Taffeta Silks, with "guaranteed to wear" woven in selvage, has a bright, lustrous finish, \$1 ones, 85c; 87 1/2 quality, for 60c.

## Cohen's Might be an Entire Lace Store

for the quantity that has recently come in. Most beautiful Laces that are made in any part of Europe find their way here. Recent great buying will make these prices.

Allover Fine Oriental Laces, recently sold to 90c, price will be 50c a yard.

Nat Top Laces, 5c grades, for 17c a yard.  
2c Nat Top Laces, 12 1/2c and 15c a yard.  
Point Venice Gallons and Medallions, white or eury, values to 50c, for 15c a yard.  
Normandy Laces, Insertings and Edges, values to 50c, for 3c and 10c a yard.  
Several hundred pieces of Wash Laces, to be sold at 3c and 5c a yard.  
New Batiste, Blue Bell and Pompadour Laces, in the festoon, medallion and motifs, with allover to match, 50c to \$1.50 a yard.  
High Lustre Pure Silk Black Tossa Nets, 1 1/4 yards wide, 75c and 98c a yard.

Several hundred new pieces of Val. Laces:  
Round Mesh German-made Inserting and Edging, 50c a dozen.  
French Vals, 1 1/4 to 2 inches wide, 8c a yard.  
French Vals, at 60c a dozen are as fine as are usually sold at 80c.  
Bow Knot Val. Edging at 45c a dozen.  
4 1/2 inches wide Point d'Esprit Nets, in white, eury and colors, 50c a yard.  
2 yards wide White Blonde Net, 50c a yard.  
Flat Spotted Nets, in white and eury, 1 1/4 yards wide, for waists as well as entire dresses, 75c a yard.  
1 1/4 yards wide Black Tossa Nets, 50c a yard.

## Handsomer Easter Ribbons

A fortunate purchase from one of the best makers gives us this timely offering for you. It is a chance to lay in a whole season's supply. Some are worth three times our prices.

No. 2 Fancy Trimming Ribbons, in all the new combinations, made to sell at 12 1/2c, for 8c a yard.  
5-inch New Print Warp Ribbons, all the latest floral combination, worth 15c, for 4 1/2c a yard.  
4-inch New Print Warp Taffeta Ribbons, all colorings, worth 25c, for 25c a yard.  
5-inch New Parisienne Ribbons, all shades, beautiful hat trimming ribbons, 15c a yard.  
5-inch New Tulle Ribbons, high lustre and worth 35c; every color, at 25c a yard.  
7-inch Bash Ribbons, a special lot of 9c ribbons, are 39c a yard.

6 inch Satin Taffeta Bash Ribbon, all colors, is 25c for the best 30c quality.  
New Roman Stripe Taffeta Ribbons, 2 1/2 colors, for 25c a yard.  
New Ombre Ribbons, so much used for hat trimmings, all the 25c qualities are 25c a yard.  
Double Face Liberty Satin Ribbon, light blue only, 25c kind, 10c.  
Special sale of Black Taffeta Ribbons: 3 1/2 inch Ribbons at 10c and 12 1/2c, worth 12 1/2c and 17c.  
4 inch Ribbons at 15c and 19c, worth 19c and 25c.  
1 inch Ribbons at 25c, worth 35c.

## All This Way For Cotton Fabrics

Silk and Mercerized stuffs are among these. The most beautiful new fabrics at changed prices. (Main Floor.)

New, Heavy Skirting, in plain and fancy styles, including white checks, etc.; made to sell at 25c, Monday's price for more than 3,000 yards, 12 1/2c a yard.

All colors of Silk Mull, also black and white, best quality, usually sold at 30c, the price, 10 3/4c.

Silk Organdies, in figured or satin stripes, in organza floral designs; also Silk, Swiss and Silk Bolognes, in solid tints, the most beautiful shades, worth to 75c, for 30c.

Embroidered Organdies, most beautiful organdie designs; instead of 25c and 30c will be 15c and 10c.

Honiton Net Organdie, made this season to sell for 30c, Monday, 25c.

Koechlin's French Organdies, in solid colors, instead of 30c, for 19c.

The Violet Crepe de Chine, white ground, with embroidered spots of all colors, the 25c crepe species of the season; price Monday, 12 1/2c. Some 3,500 yards on sale.

The finest Mercerized Foulards ever made at 50c, in most beautiful designs, impossible to tell them from silks in wear or looks; price, 35c Colored and Natural Linen, 15c. Silk Gauze Linen, imported to sell at 60c, for 19c a yard.

30c Batiste, in all colors, for 7 1/2c. 20c Woven Bourrette Batiste, for 12 1/2c.

Mohair Volles, in all the mixtures, for street dresses and traveling suits, 2,000 yards; instead of 25c, for 12 1/2c.

Embroidered Chemise Crepes, all the embroidered effects, made to sell for 35c; price, 12 1/2c.

30c Embroidered Gingham, 12 1/2c. Fancy Linen Dress Fabrics, in various colors, worth 75c, for 25c.

Handsome Imported Madras Shirting, in satin striped effects, never less than 80c; some are double width; choice, 10c.

All-Wool Black Seeded Etamines, 4 1/2 inches wide, one of the new fabrics for Eton suits; special, \$1.25 a yard. All-Wool French Voile, 4 1/2 inches wide and a perfect black, for \$1 a yard.

Black Silk Bolognes, 4 1/2 inches wide, plain or crepe effect, for \$1 a yard. Black High Lustre Sicilian, 4 1/2 inches wide, \$1.50 quality, for \$1.19.

All-Wool Black Panama Cloth, 4 1/2 inches wide, for 98c a yard. All-Wool Black Batiste and Albatross, 35 inches wide, for 48c a yard.

All-Wool Etamine and Panama Cloth, 4 1/2 inches wide, 50c a yard.

### A CARD

Mr. M. Goldstein

the well known ladies' tailor, has taken a business position at Cohen's store, where he will be glad to serve his old friends as well as the general public in the making of tailor or shirt-waist suits at his usual conservative prices.

Third Floor.

### Cohen Glove Store

is one of the reliable spots. We go all the way to Europe for the supply in order to get the right kind of skins, sewing and shape. Departments are new because under new management.

The \$1 Kid Gloves fit with a gusset and are perfect. We sell them with a guarantee at the counter. Every color, shade and size.

What might be said of the 50c Gloves is that merchants generally say at their \$1 gloves, and they are equally recommendable; all colors, shades and sizes.

The \$1.50 Kid Gloves are the best 22 ones sold in the city. We try on all gloves at \$1 and over with a guarantee at our counter. We call your attention to these Kid Gloves, as the new Easter styles, PARROT GLOVES for women and misses at the 12 1/2c and 15c; some of the value go to 30c.

The Iron frame double finger tipped Milanese Silk Gloves are 75c and \$1. These are "The Amsterdam" the best in the world. Also "The Lyons," as well as "The Amsterdam," at 50c a pair.

Nothing to beat them anywhere. We sell Pure Silk Gloves, black or white, for 25c. The same in double finger tipped at 35c.

\$1.98 Hand Bags \$1

50c Belts 25c

6 gross new Hand Bags, in black, brown, tan, green, garnet, gray; made to sell at \$1.09 to \$1.98; choice, any, \$1 each.

Our Expert Waist Cutter

will cut you a Waist Pattern, guaranteed to fit, for 10c.

## The Millinery

### Exquisite Easter Show

is complete in every particular. The beautiful "Phipps" Hats and the finest creations of the Parisian artists can be seen side by side.

An idea of the beauty of many of these exclusive designs can be gotten from the illustration at the top of this page. The hats shown were drawn by our artist from those in stock.

## New White Goods Purchase

surprised even the buyer. An offer purposely made very low was unexpectedly accepted. We had enough White Goods before, but you'll buy these quickly when you see them.

5,300 yards of 40-inch White India Linon, best 12 1/2c grade, for 9c a yard.  
6,700 yards of Dotted Muslin, in various size dots, for 6 1/2c a yard.  
3,900 yards of fine Mercerized Fancy White Fabrics, fine dotted muslins, Dimity Checks and Stripes, French Madras, and others; values to 25c, for 9 3/4c a yard.  
7,200 yards of New Ivory Batiste, made to sell for 25c; price, 12 1/2c a yard.  
Straight Cord French Voiles, the best of the 25c quality; 1,800 yards on sale, for 12 1/2c a yard.  
3,400 yards of Soft Nainsooks, for underwear, 10c and 12 1/2c grades, for 5 3/4c a yard.

Fine Shirting Madras, Oxford weaves and other materials, up to 17c quality, for 9 3/4c a yard.  
40 inch best grade of 25c Wash Organdy, 2,600 yards, at 17c a yard.  
6,400 yards of double width Persian Lawns and French Batiste, quality to 35c, for 12 1/2c a yard.  
4,300 yards of finest grade Seed Dot Muslins, among them qualities that cost 25c; price, 12 1/2c a yard.  
Imported Mercerized Figured Madras, wholesale price, 25c; this 4 1/2c.  
1 1/4 yards wide White Wash Organdy, the usual best 25c grade, for 12 1/2c.  
Finest 40c and 50c Mercerized Blouses, for waists, 19c and 25c.  
40 inch wide Persian Lawn, sheer, fine grades, usually 35c, for 19c.

## The Grown Basement Bargains

will be in full bloom by Monday. Everybody must come who has a summer's supply bargain want in their mind. Three manufacturers have made shipments of their leavings—all of the this season's; almost anything you can think of for

### Nearest Half Prices

we know how to place there.

Of course, the merchandise is as reliable as any. We stand back of that.

More Than a Hundred Thousand Yards

### Of Various Cotton Fabrics For Monday's Sale in Basement

Embroidered Creponnes, in all colors, that sell for 15c, are 9 3/4c.  
Indigo Blue Calceos, that usually sell for 5c, are 1 1/2c a yard.  
Silk-like Taffeta, in the prettiest checks and other styles of the season, all appearance of 55c silk, for 10 3/4c a yard.  
2,000 yards of assorted 10c and 12c Cambrics and Cottons, for 6 1/4c. Nearly 10,000 yards of 4 1/2 Madras Ends and French Percales, 10c and 12c values, for 6 3/4c a yard.  
1,500 yards of best Light Shirting Prints, for 3 3/4c a yard.  
5c Pure Dye Indigo Dress Prints, in cambric finish, 5c.  
Fancy Kimono Challies, 10c grade, for 6 1/4c.  
4 1/2 Androscegen Cotton, 6 3/4c. French Cambric, the 12c kind price of 12 yards for \$1.  
6,000 yards of Volles for Dresses, Waists, etc., that retail usually at 12 1/2c; these mill ends sell for 5c.  
Highest grade of Apron Gingham made—Amoskeag—in all the different colors and styles, instead of 7c, for 5 3/4c.  
Brown Cotton (two bales), for 12 7/8c a yard.  
Dark Plaid Dress Gingham, instead of 6 1/4c, for 3 3/4c.  
4,000 yards of 5c Apron Gingham, for 3 3/4c a yard.  
Sea Island Percales in every new design of the season; 15c Printed Cambrics that cost to 15c; price, 9 3/4c.  
Yard wide 6 1/4c Bleached Cotton, 5c.  
5c French Organdies, mill ends, 5c.  
4,000 yards of French Chambrays, in every color they make, fine imported ones, for 7 1/2c a yard.

### 30,000 Yards of Factory Ends of White Goods

will go on sale Monday at a third to a half less.

2,700 yards of the prettiest Waist Madras, in mercerized stripes, lace effects and plain weaves. You can pick 35c values from the lot. They are mill ends to 6 yards; price, 9 3/4c a yard.  
3,800 yards of 40 inch wide India Linons and Batistes—mill ends—12 1/2c and 16 5/8c grades, for 9 3/4c a yard.  
1,200 yards of Sheer Persian Lawns, 40 inches wide, mill ends, of the 17c grade, 6c a yard.

40 inch wide white Apron Lawns, in the sheer and heavy grades, 5 3/4c a yard.

Double Fold Persian Lawns, mill ends of the grades to 40c, for 12 1/2c.

10c Pin Stripe Dimity, 6 1/2c. English Long Cloth and Nainsook, yard wide, fine, soft finish, 9c 1/2 a yard.

15c Piques, straight cord, 12 1/2c a yard.

50 dozen Women's 35c Drawers, 20c a pair; some trimmed with tulle; others with embroidery, umbrella ruffles.

75c Wash Madras Underskirts, for 50c.

Ready-made Gingham Aprons, fast color checks, with borders, 8c.